

CARING FOR NATURE AND COMMUNITY
ELEVATES QUALITY AND EXPERIENCE



Napa Green Ambassadors

- What is sustainability?
- Sustainability v. Organic
- What does it mean to be Napa Green?
- Importance of Third-Party Certification
- Evidence visitors and guests want to hear about “doing well by doing good”





Water Efficiency



Energy Efficiency



**Waste Prevention &
Supply Chain**

**SIX PILLARS OF SUSTAINABLE
WINEGROWING LEADERSHIP**



**Proactive Farming
& Biodiversity**



**Social Equity,
Diversity, and
Inclusion**



**Climate Action &
Regenerative Ag**



How is Sustainability Different from Organic?

ORGANIC

- Farm system only
- Focused on Don't:
Eliminate Synthetic
Pesticides

SUSTAINABLE

- Vineyard AND Winery
- Focus on Do: Resource
Efficiency; Climate Action;
Social Equity
- Includes phasing out the
use of potentially harmful
pesticides

CERTIFICATION STANDARDS	NAPA GREEN VINEYARD	NAPA GREEN WINERY	ORGANIC*	BIODYNAMIC*	NAPA GREEN LAND <i>(Phased out 2021)</i>
Environmental Compliance	<i>Required for entry to program</i>	<i>Required for entry to program</i>			✓
Third-Party Audit	✓	✓	✓	✓	✓
Whole Property Certification	✓	✓	✓	✓	✓
Organic approved pesticides	✓	✓	✓	✓	✓
Prohibited & Restricted Pesticides	✓				
Integrated Pest Management	✓	✓	✓	✓	
Social Equity & Justice	✓	✓			
Climate Action & Resilience	✓	✓			
Water Efficiency	✓	✓			
Energy Efficiency	✓	✓			
Recycling & Composting	✓	✓			
Track Resource Metrics & Continuing Improvement	✓	✓			
"Green" Packaging & Purchasing		✓			
Tree & Forest Conservation	✓				
Continuing Education	✓	✓			
Neighbors & Community	✓	✓			

**Essential to recognize that Organic and Biodynamic certification DO NOT include sustainability and environmental stewardship standards for the winery.*

U.S. Sustainable Winegrowing Certifications

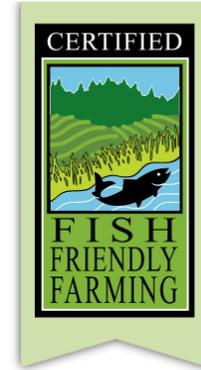
Comprehensive - Soil to Bottle



Vineyard Only



Environmental Compliance Certifications



Environmental Certifications



NAPA GREEN LAND



- Launched in 2004.
- Practices to improve the health of the Napa River and watershed by preventing erosion & soil runoff.
- In 2017, the Water Board adopted these best practices and “Farm Plan” as regulatory compliance for vineyard Waste Discharge Requirements (WDR).
- Environmental compliance is fundamental. Our mission is to help our members continuously take sustainability leadership to the next level.



Springboard



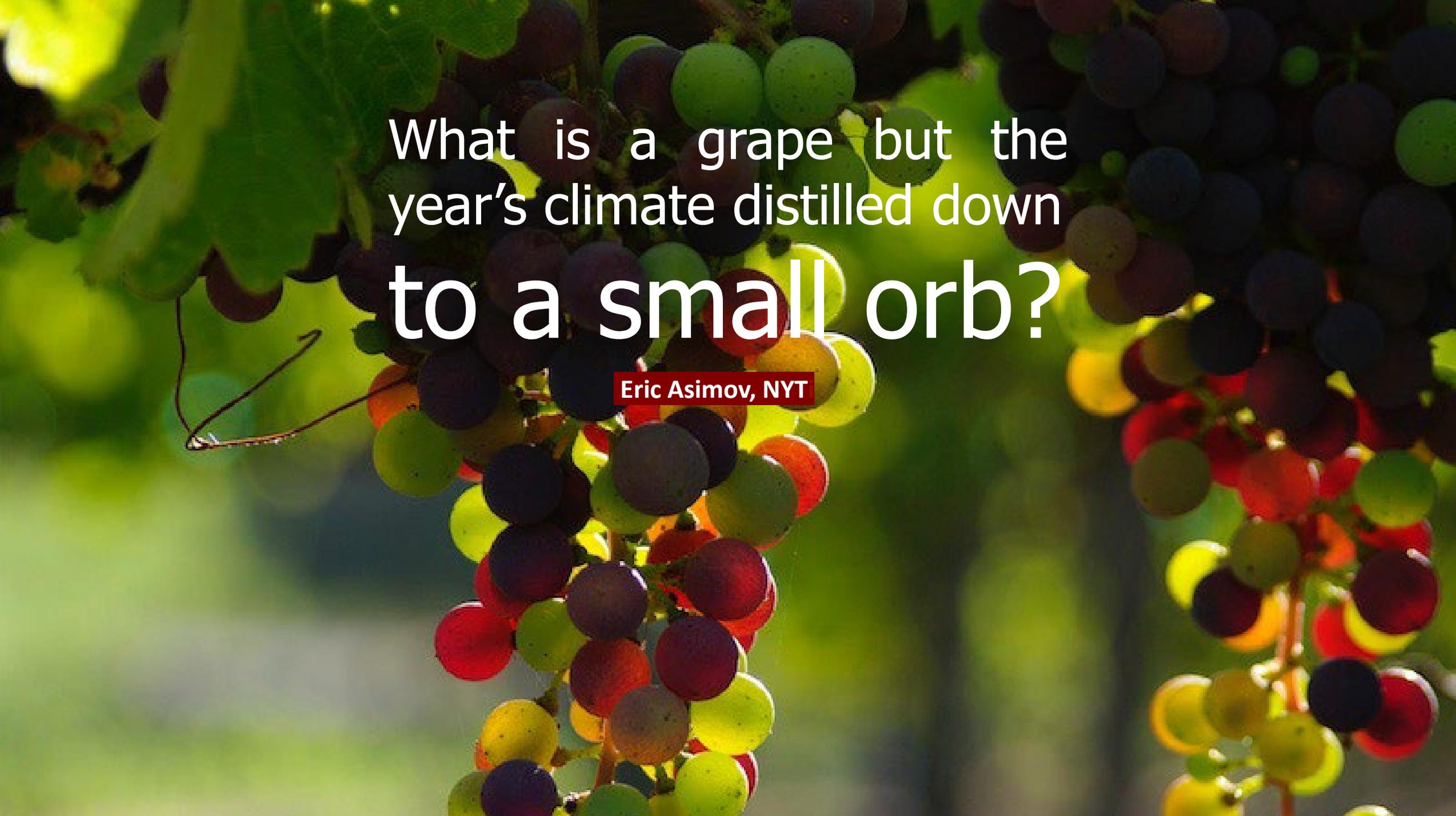
NAPA GREEN VINEYARD ×



- REPLACES Land program as of Jan. 2022. Members have one-year to transition.
- First wine industry sustainability certification to focus on climate action, regenerative farming, and social equity.
- Cutting edge program to address the critical issues of today and tomorrow.



>100 required practices



What is a grape but the
year's climate distilled down
to a small orb?

Eric Asimov, NYT











BHAG: CARBON NEUTRAL IN
SIX YEARS AND CLIMATE
POSITIVE IN NINE YEARS



Agriculture is the ONE sector that has the ability to transform from a net emitter of CO₂ to a net sequesterer of CO₂ — there is no other human managed realm with this potential.

Carbon Cycle Institute



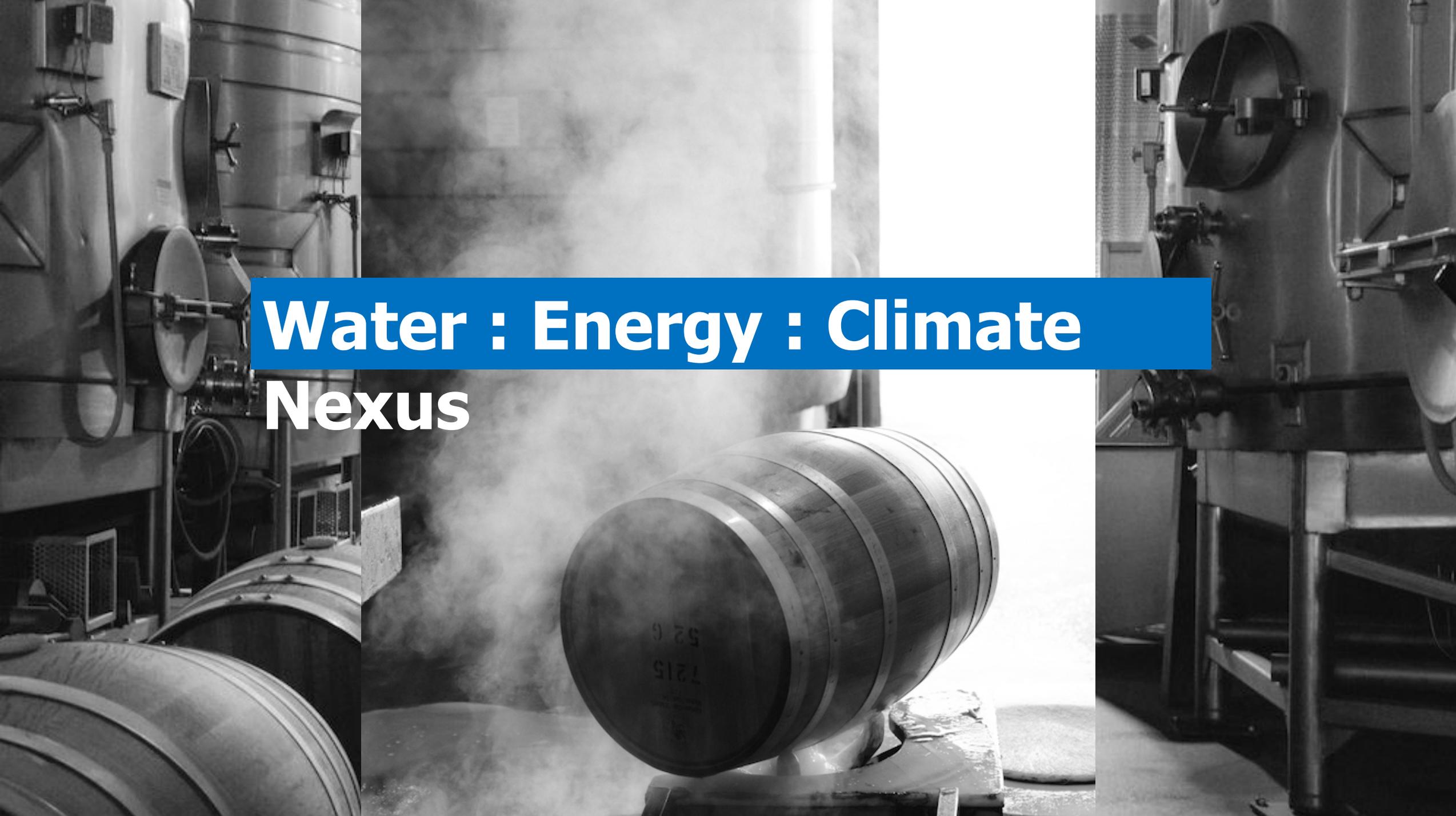
**First 12 growers certified
and >40 actively in
transition, representing
16% of Napa County
vineyard acreage**





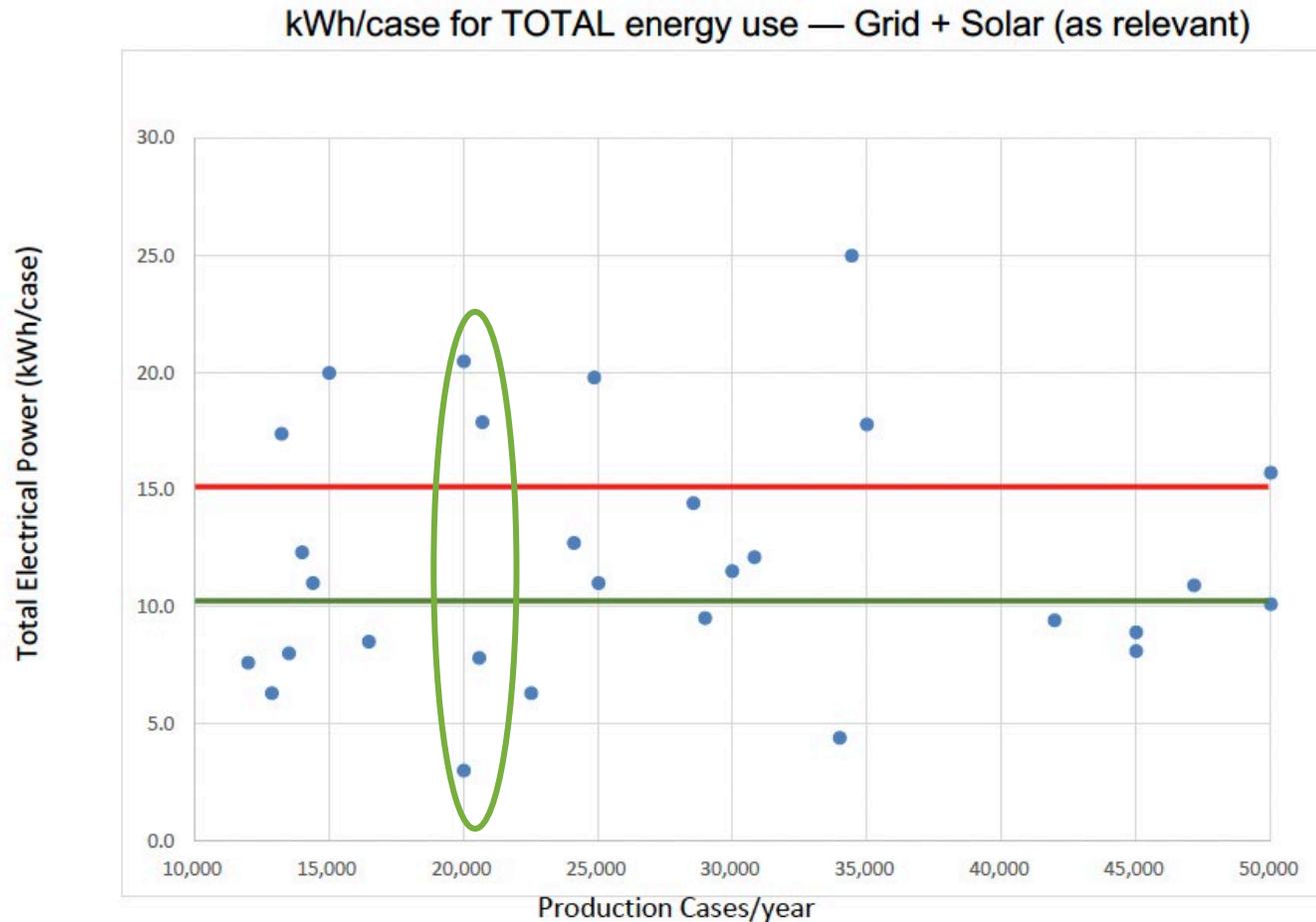
**Napa Green Certified Wineries
implement >120 sustainability practices
to:**

- **Save energy and water and increase efficiency**
- **Prevent waste through recycling, composting and “green” supply chain**
- **Reduce GHG emissions and the winery’s carbon footprint**
- **Commit to social equity, diversity, and inclusion**
- **The whole facility is certified from production to administration to hospitality**



**Water : Energy : Climate
Nexus**

Energy Intensity Metrics for Wineries Producing >10k to 50k Cases



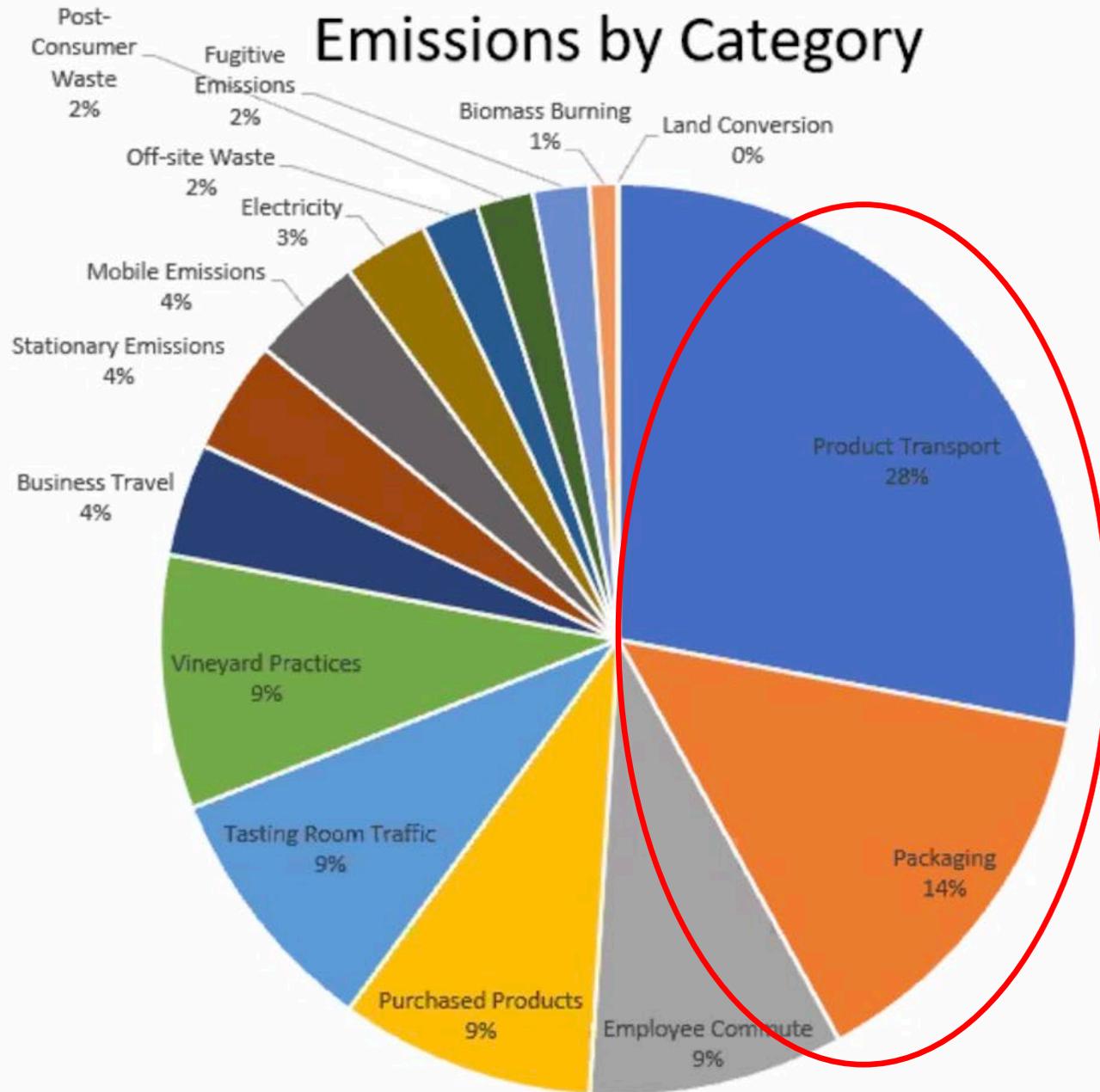
Two wineries making 20,000 cases of wine.

Efficiency Difference:

\$108,000 a YEAR in savings

- Excellent efficiency (<10 kWh/case)
- Okay efficiency (<15 kWh/case)
- Total Electrical usage

Emissions by Category





Value: \$100
Bottle Weight:
650 g
1.4 lbs.



Value: \$100
Bottle Weight:
580 g
1.3 lbs.



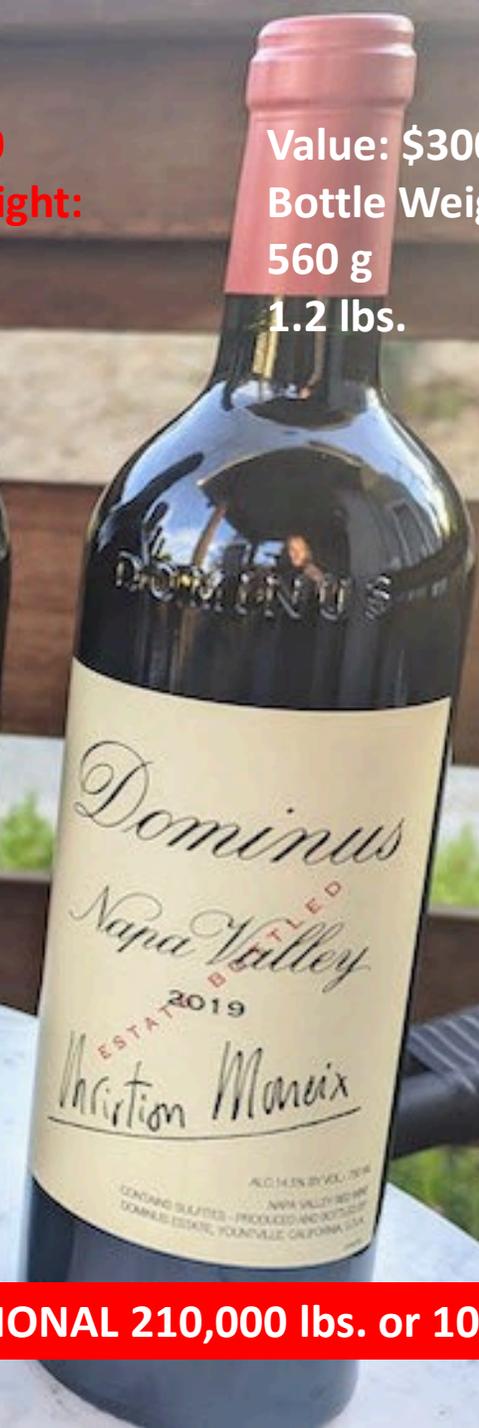
Value: \$50
Bottle Weight:
470 g
1 lb.



Value: \$30
Bottle Weight:
880 g
1.9 lbs.



Value: \$300
Bottle Weight:
560 g
1.2 lbs.



25,000 cases: ADDITIONAL 210,000 lbs. or 105 tons

Don't Overlook What is Essential

We have two women leading an all-Latino winemaking team. Our small cellar team of six has all been here 15 plus years, with a 50:50 split of women to men. At least once a year we visit another winery that is a leader in sustainability. This helps keep everyone engaged and thinking about both low-hanging fruit and long-term dreams for saving water and energy, reducing emissions, and building resilience. Laura Orozco, our Assistant Winemaker, is bullish about recycling and composting and keeping the team trained. We focus on development and opportunities for advancement, and have a budget for education to support professional and personal growth. Edgar Lona joined as a cellar intern in 1997, and is now the Cellar Master & Facility Supervisor. We are working with The Roots Fund to hire interns for harvest to broaden and diversify our talent pool. We also try to be generous with work-life balance, especially with the home-schooling challenges during COVID. Napa Green has broadened our perspective of what sustainability really means – it is so much more than how we grow our grapes. Diversity and social inclusion are a part of our fabric, essential to sustain our business and make us better.

–Elizabeth Vianna, Winemaker & General Manager, Chimney Rock Winery

NAPA GREEN CERTIFIED WINERIES: Accendo Cellars, ADAMVS, Alpha Omega, Amici Cellars, Artesa Vineyards & Winery, Ashes & Diamonds, Ballentine Vineyards, Bennett Lane Winery, Beringer Vineyards, Blackbird Vineyards, Boeschon Vineyards, Bouchaine Vineyards, BRAND Napa Valley, CADE Estate Winery, Cakebread Cellars, Cardinale, Castello di Amorosa, Chateau Boswell Winery, **Chimney Rock Winery**, Cliff Lede Vineyards, Clos Du Val, Conn Creek Winery, Covert Estate, Crocker & Starr Wines, Cuvaision, Dalla Valle Vineyards, Domaine Carneros, Domaine Chandon, Etude, Far Niente Winery, Frank Family Vineyards, Gamble Family Vineyards, Grgich Hills Estate, Hagafen Cellars, Handwritten Wines, Hyde Estate Winery, Jessup Cellars, Joseph Phelps Vineyards, Judd's Hill Winery, Larkmead Vineyards, Markham Vineyards, Materra | Cunat Family Vineyards, Merryvale Vineyards, Mumm Napa, Nickel & Nickel, O'Brien Estate, Odette Estate Winery, Peju Winery, Peter Paul Wines, Phifer Pavitt Winery, Pine Ridge Vineyards, Porter Family Vineyards, Priest Ranch, Provenance Vineyards, Raymond Vineyards, RD Winery, Robert Biale Vineyards, Robert Craig Winery, Robert Mondavi Winery, Rombauer Vineyards, Rutherford Hill Winery, Salvestrin, Schramsberg Vineyards, Schweiger Vineyards, Seavey Vineyard, Silenus Winery, Silver Oak, Sloan Estate, St. Supéry Estate Vineyards & Winery, Stag's Leap Wine Cellars, Sutter Home Winery, The Caves at Soda Canyon, The Prisoner Wine Company, Trefethen Family Vineyards, Tres Sabores, Trois Noix, Truchard Vineyards, Turnbull Wine Cellars, Twomey Cellars, Viader Vineyards & Winery, Wheeler Farms Winery, Whitehall Lane, Young Ingleswood Vineyards, ZD Wines



Certified Sustainable. Wine





Key Accomplishments:

- Over the past six years, Napa Green has identified more than **\$5 million** in energy cost savings and rebate opportunities for our winery members
- Napa Green Wineries have saved more than **15 million kWh of electricity**
- Napa Green Wineries have saved more than **27 million gallons of water.**
- Our **90 Napa Green Certified Wineries (40% of all of the certified sustainable wineries in CA)** make **>14 million cases of wine.**



“Companies have an opportunity to deepen relationships with consumers by serving as the educator, the convener and the catalyst for those wanting to make a difference...

Although consumers unequivocally stand ready to reward companies for their responsibility efforts, they need to hear about it first.”

-Nielsen Corporate Social Responsibility Survey

Competition for Market Share

**8 companies have ~60% of the market share
32 companies have ~75% of the market share**

**The rest competing with 7600+ wineries for
attention
~125,000 wine SKUs**

**Four largest distributors >60% of revenue
share
Ten largest distributors >70% of revenue share**

**SUSTAINABILITY COULD BE A
DISTINGUISHING FACTOR BUT...**

A photograph showing a large quantity of dark blueberries in a white plastic container. The berries are piled high, filling most of the frame. A semi-transparent white rectangular box is centered over the berries, containing the text "Who Cares about Sustainability?" in a green, sans-serif font. The background is a plain, light-colored surface.

Who Cares about Sustainability?

Sustainably produced wine has the highest future purchase consideration



“Sustainable wine - that’s going to be good for me and the world around me... organic wine, that’s just going to be good for me”

Age 30-45

Alternative wine styles: Consideration by generation

% who would consider buying the following alternative wine styles in the future

Base = All aware of the following alternative wine styles

	All US regular wine drinkers	Generations		
		Gen Z + Millennials (21-39)	Gen X (40-54)	Boomers + (55 +)
1 Sustainably produced wine	74%	73%	77%	75%
1 Environmentally friendly wine	74%	74%	75%	73%
1 Fairtrade wine	74%	76%	77%	70%
4 Organic wine	70%	74%	76%	62%
4 Preservative free wine	70%	67%	75%	71%
4 Sulphite free wine	70%	70%	70%	70%
4 Orange / skin contact wine	70%	69%	78%	57%
8 Wine from a carbon neutral winery	68%	68%	68%	69%
9 Biodynamic wine	58%	59%	60%	53%
9 Vegetarian wine	58%	60%	66%	36%
11 Vegan wine	55%	61%	53%	39%

How will COVID-19 change the consumer?

Data-driven insights into consumer behavior

Accenture COVID-19 Consumer Pulse Research: Wave 7

60% of consumers making more environmentally friendly, sustainable or ethical purchases since the pandemic began, with 90% intending to do so long-term.

Vinebase: We've created tags and filters for wine attributes and find that consumers enjoy **searching based on values**. More importantly, consumers really want to know the **story behind the wines**. They want to go to a dinner party and beyond the varietal or AVA, they want to be able to tell the story of the people that made the wine, their **ethos** and winemaking philosophies.

CONSUMER-GOODS' BRANDS THAT DEMONSTRATE COMMITMENT TO SUSTAINABILITY OUTPERFORM THOSE THAT DON'T

U.S. purchasing of consumer packaged goods across 36 categories and >71,000 SKUs:

50% of CPG growth from 2013 to 2018 came from sustainability-marketed products; sustainable product sales have grown 5.6 times faster than their conventional counterparts.

-2019 study, NYU Stern's Center for Sustainable Businesses

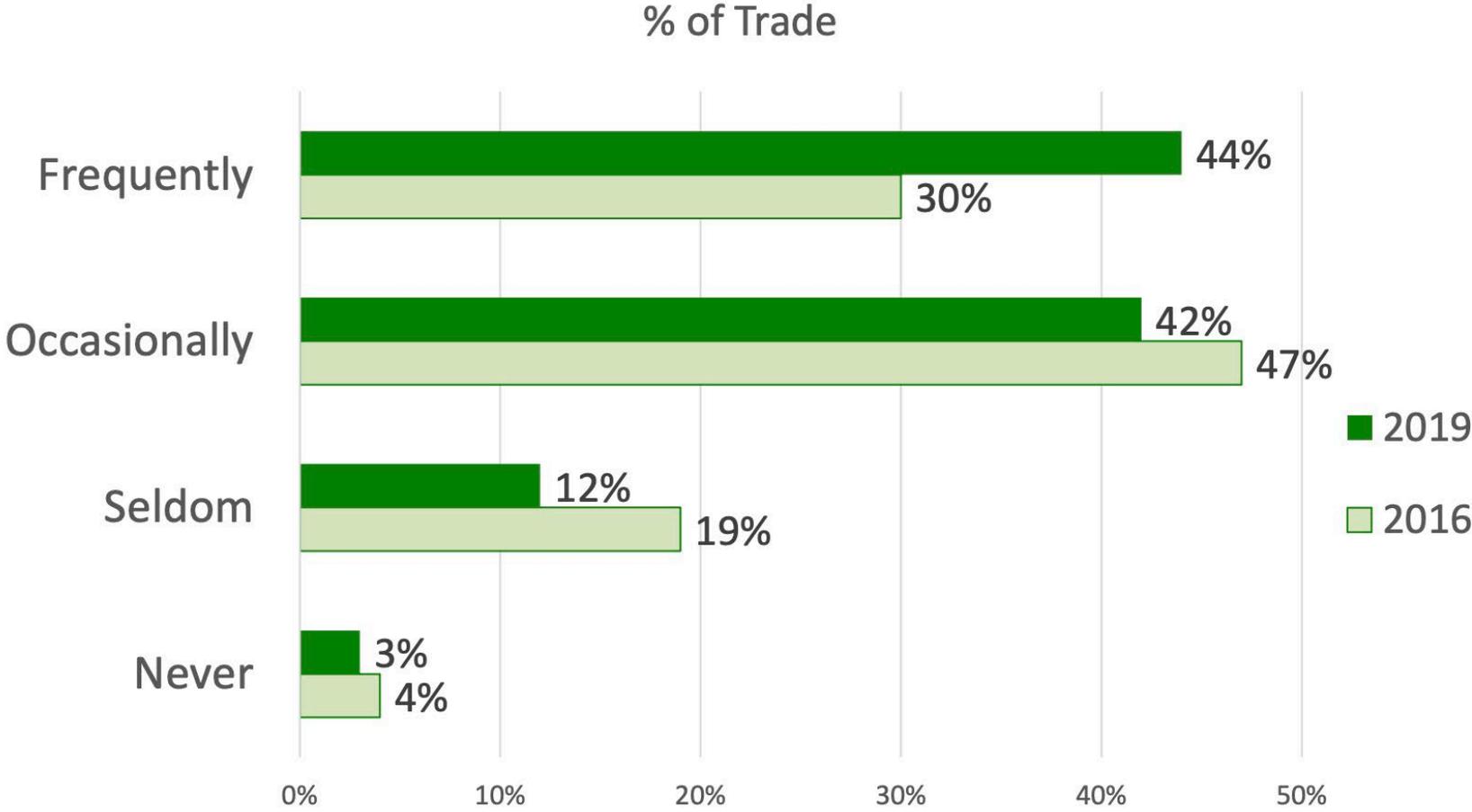
A 2018 Nielsen study found **2% growth for mainstream products but 5% growth for sustainable products.**

SUSTAINABILITY SELLS

	OVERALL CATEGORY SALES GROWTH	SUSTAINABLE PRODUCTS SALES GROWTH
WEIGHTED AVERAGE OF 3 CATEGORIES	+2%	+5%
CHOCOLATE	+5%	+16%
COFFEE	-1%	+1%
BATH PRODUCTS	+1%	+14%

Source: Nielsen Answers on Demand (Health & Wellness Characteristics) & Nielsen Product Insider, powered by Label Insight | Total US FDMx | 52 Weeks Period Ending 03/24/2018 vs Year Ago

How often do you recommend and/or feature wines that are sustainably produced?



Market Outlook for Sustainably Produced Wines

Statements	% Endorsing
Demand for sustainably produced products will increase steadily in the next 5 - 10 years.	76% ← 66% in 2016
Demand for sustainably produced products has increased over the past 5 - 10 years.	73%
All things being equal, I would purchase or support a wine that is sustainably produced over one that is not.	71% ← NA in 2016
I have significantly more customers asking about sustainability or environmental impact now than 5 years ago.	52% ← NA in 2016
Sustainability is too vague a concept to give confidence.	33%
Wine has a reputation for being produced sustainably relative to other food and beverage products.	27%

“Underselling Sustainability”

While 81% of consumers say they are more likely to buy from a brand with a positive approach to sustainability, **almost half (45%) also say they are unaware of the sustainable practices that brands have adopted.**

Consumers may be willing to pay more for sustainable wines, but they can't tell for sure which ones they are.

-Is Sustainable Winegrowing Sustainable?

“For several wineries, I had no idea sustainability was part of their identity.”

-David Glancy, MS, CWE, Founder, CEO, San Francisco Wine School



Top Obstacles to Selling More Sustainably Produced Wine

Lack of understanding and familiarity by consumers

72%

The wines are hard to identify or not clearly labeled

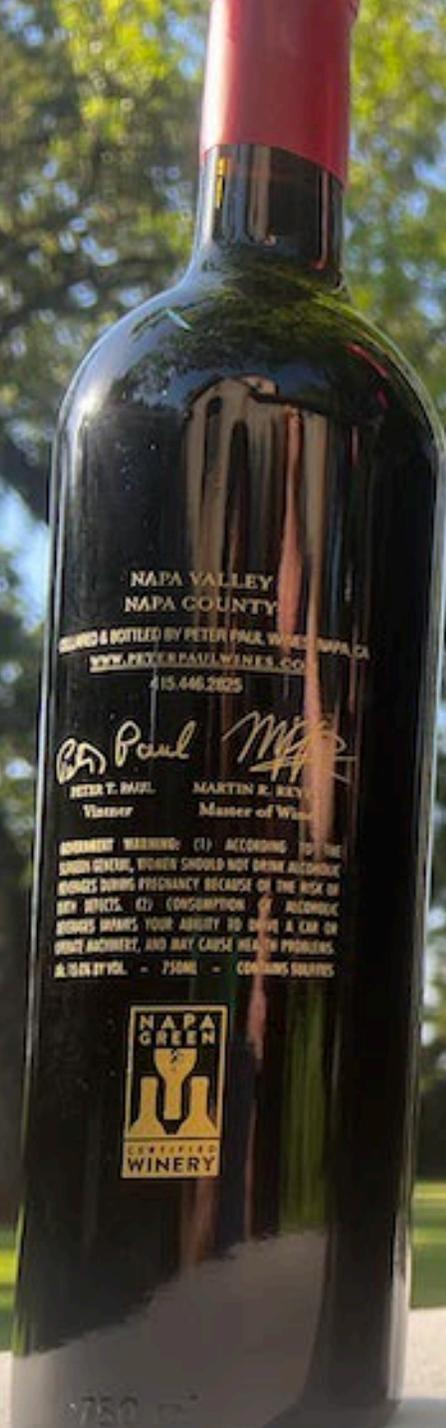
48%

Lack of promotion or advertising of such wines

36%

Which Promotions would be Most Useful?

Promotion or Action	% endorsing
Clear and highly visible labeling or identification on the package of wine (e.g. logo, certifying organization)	69%
Back label information highlighting methods of sustainable production (e.g. cover crops, minimized pesticides, etc.)	68%
Tastings or seminars at consumer events	60%
Articles and coverage of sustainability in traditional media (e.g. magazines, newspapers, online news, radio, TV)	58%
Social media outreach	57%
Back label information specifying the benefits of sustainability (e.g. lowering carbon emissions, preserving environment)	53%
Advertising identifying sustainable wines and their benefits	50%
Point of sales materials identifying and promoting sustainable wines	48%

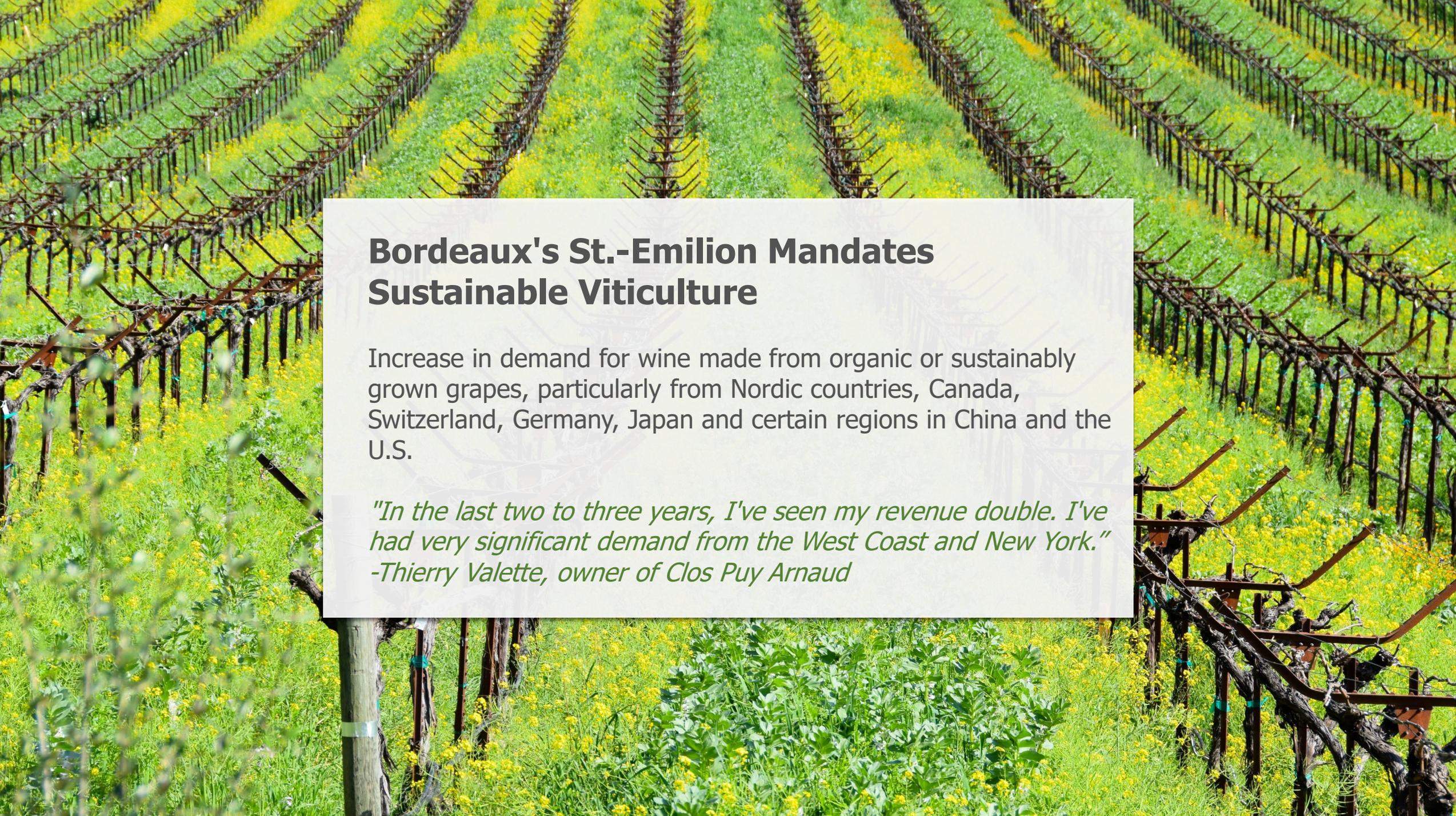




**Differentiate your wine. Tie-breaker
on shelf. Build consumer loyalty.**

**Wente - Measuring impact of added
retail shelf space**

**Jackson Family - Canada
bottleneckers and windmill shelf
displays**

An aerial photograph of a vineyard in Bordeaux, France. The rows of grapevines are arranged in a grid pattern, with each vine trained onto a metal trellis system. The ground between the rows is covered with green grass and numerous small yellow flowers, likely mustard or rapeseed, which are used as cover crops. The perspective is from a high angle, looking down at the rows as they recede into the distance.

Bordeaux's St.-Emilion Mandates Sustainable Viticulture

Increase in demand for wine made from organic or sustainably grown grapes, particularly from Nordic countries, Canada, Switzerland, Germany, Japan and certain regions in China and the U.S.

*"In the last two to three years, I've seen my revenue double. I've had very significant demand from the West Coast and New York."
-Thierry Valette, owner of Clos Puy Arnaud*



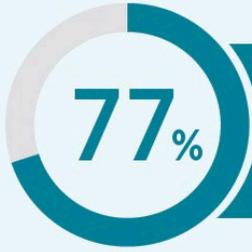
"I used to feel awkward having the signs out there, like we were bragging, which is not my thing. But then, it occurred to me that customers see our signs and then they may go into the tasting room next door and ask why they're not organic. So now I like the signs, because I think they're inspiring a conversation, which is great."

Kevin Morrisey, Winemaker, Ehlers Estate

Demand generation to get the virtuous cycle spinning...

Mark E





Percentage of **leisure travelers to California** who live in California



Destination Stewardship & Sustainable Travel, 2020

Sustainability is not just what California does, but what it is as a destination and a leisure brand. California will become recognized as a global leader in sustainable tourism practices.

Brands that take a stand outperform their competitor brands, growing at a much faster rate. Today, consumers will no longer invest their time, money and loyalty to brands that are just selling a product or experience.

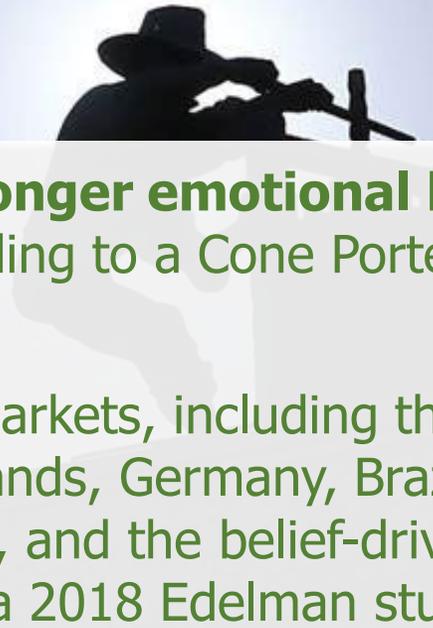
A person is walking away from the camera on a long, straight asphalt road that stretches into the distance. The road is flanked by a dry, brown desert landscape with sparse vegetation. In the background, there are low mountains under a clear blue sky. The overall scene conveys a sense of travel and exploration in a natural, sustainable environment.

75% of Generation Z travelers said the environmental impact travel has on a destination is an important factor to consider when making travel plans. The same study showed **nearly 80 percent of Millennials and Baby Boomers likely to choose sustainable options when booking travel.**

-2019 [booking.com](https://www.booking.com) 2019 Sustainable Travel Report

Sustainable tourists, on average, spend 50 percent more than other leisure travelers.

-2016 Visit California study, "The Role of Sustainability in Travel and Tourism"



77% of consumers say they have **stronger emotional bonds to purpose-driven companies**, according to a Cone Porter Novelli study.

64% of consumers across 14 major markets, including the U.S., China, India, Mexico, UK, the Netherlands, Germany, Brazil, Japan and more, are **belief-driven buyers**, and the belief-driven mindset now spans generations, according to a 2018 Edelman study.

62% of consumers want companies to stand up for the issues they are passionate about, and **52% believe that brands should stand for something bigger than just the product they sell**, found Accenture, in From Me to We, The Rise of the Purpose-Led Brand.

A Kantar study found that **brands that were recognized as having higher commitment to purpose grew at more than twice the rate of others.**



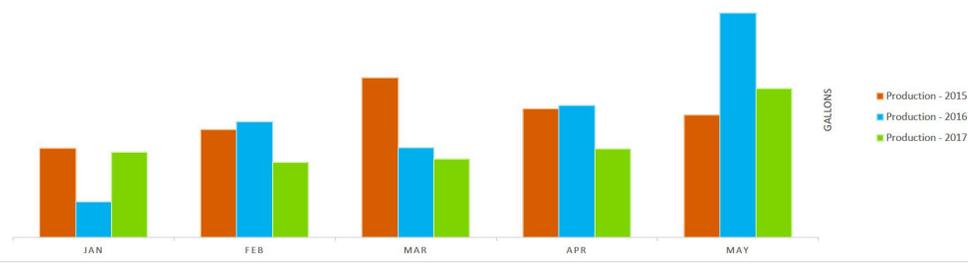
IF YOU SHARE IT, THEY WILL USE IT.



ENGAGING EMPLOYEES

- Monthly trainings focused on water conservation and efficiency
- **Visual** feedback of actual water usage
- Providing a platform to discuss and amend SOP's
- Incentive to compete with prior years
- Plan to expand this to all departments

PRODUCTION WATER | 2015 - 2017



Cakebread Cellars
February 12 - 🌟

Sustainability has been a priority at Cakebread since our founding in 1973. How have we continued this focus as we're starting the next chapter in our new Visitor Center? *Forbes* shares the details in "The Best New Tasting Room in Napa is Also One of the Most Sustainable": <https://bit.ly/37luPG0>

PC: Rocco Ceselin



You and 2.1K others

25 Comments 124 Shares



A man wearing a wide-brimmed hat and a dark vest over a light-colored shirt stands on the right side of the frame, looking towards a river restoration site. The site features a sandy bank with a curved path and several trees. The background is filled with more trees under a cloudy sky.

Napa River Restoration: Donated more than ten acres from our Rutherford and Oakville properties to remove vineyards and a house to allow the river to run its course **(equivalent value of \$4 million.)**

▶ The final mile of the river restoration on the Gamble property is in full swing. Banks have been laid back and river alcoves have been created. **More than 4,000 trees have been planted just in this mile.**

Gamble working with the Resource Conservation District on the **Million Tree Project**. The goal is public support and involvement in planting one million trees in Napa County.

BUY A BOTTLE & we'll plant a tree.

TRINITY OAKS TREE COUNT
ONE BOTTLE = ONE TREE

2 3 4 1 7 3 2 5

TREES PLANTED SINCE JULY 1, 2008

It's just that simple...we will plant one tree for each bottle of Trinity Oaks sold. There's no limit to the number of trees we will plant, so buy a bottle of Trinity Oaks today and take one small step toward a greener tomorrow.

TRINITY OAKS    







Tres Sabores

March 26 at 2:16 PM · 🌐

Day 11 of #Nestinginplace : Find those Roots! Essential nutrients for the soil and quality grapes. Essential nutrients for you: Eat your root vegetables, everyone, and stay healthy.

#nestinginplace #loveinthetimeofcorona #loveinthetimeofcovid19
#rutherford #rutherforddust #rutherfordbench #zinfandelwine #winelovers
#winelove #cabernet #roséallday #roseallday #dryfarming #organicfarming
#organicfarm #napagreen #napawine #familyfarm #farmtotable
#stayhomechallenge #socialdistancing #tressaboresgoldens
#tressaboreswinery #tressabores #itsfromnapa #songsocomfort



👍❤️ You and 44 others

9 Comments 9 Shares



Certified Napa Green

- ◆ Cain Vineyard and Winery has been recognized as Napa Green Certified Land by the Napa Valley Vintners, in conjunction with Fish Friendly Farming, since June, 2005.

Weed Control

- ◆ No herbicides are used. We rely on our vineyard crew to deal with this issue.
 - Many under-the-vine pieces of equipment for mowing and tillage
 - A flock of weed eaters

Pest Control—Low Input

- ◆ Organic Fungicides
 - Good canopy management and other cultural practices to reduce disease pressure and therefore the amount of fungicides necessary
- ◆ No Insecticides
 - Predatory mite releases
 - Gravel roads to reduce dust and therefore mite pressure
 - Vegetated berms and winter cover crop to increase biodiversity and habitat for beneficial insects
- ◆ Barn Owl boxes and raptor roosts to encourage predation of rodents

Erosion Control

- ◆ Erosion Control Plan in place
- ◆ During the winter, our entire vineyard is covered with vegetation, hay, or gravel to prevent erosion.
- ◆ Extensive system of drains and cover cropping to limit sediment runoff in order to maintain water quality in the creeks

Our Crew

- ◆ Permanent, year-round crew
- ◆ Have medical and dental insurance
- ◆ Earn a living wage
- ◆ Have extensive safety and accident prevention training
- ◆ In order to keep the vineyard sustainable we have created a safe environment where employees can be productive at work and in the community.



ONE EARTH



As a multigenerational family business that is firmly grounded in stewardship and based on agriculture, Spottswode is committed to doing everything we possibly can to be a part of bringing about change in caring for our natural environment and our community.

One Earth signifies the interconnectedness of our planet and the impact our decisions have on the natural environment and communities near and far. Our holistic approach to everything we do is a key part of our success, both as a business and as an environmental partner and advocate.

Below are the organizations that we belong to and support, the specific efforts we make on our property, and the contributions we make to our community. [Download Spottswode's One Earth PDF](#) for more information. Our wish is to inspire others to join in these endeavors, and to underscore how much we care about our One Earth and aspire to make it a better place for all of us.

SW



Certified B Corporation™

The first Napa Valley winery to become a Certified B Corporation, Spottswode is committed to socially and environmentally responsible business practices that will have a positive impact for generations to come.

[LEARN MORE](#)



Organic Estate Vineyard

One of the first wineries to have adopted organics, Spottswode has farmed organically since 1985. Our vineyard acquired California Certified Organic Farmers (CCOF) certification in 1992.

[DIG DEEPER](#)



Biodynamic Farmers

Our biodynamic winegrowing practices focus on caring for our land as a single living organism, harnessing the power of the entire interconnected ecosystem to bring health and life to every corner of our Estate.

[DISCOVER](#)



1% for the Planet

Spottswode has supported 1% for the Planet since 2007, contributing a minimum of one percent of our gross revenue on an annual basis to organizations that share our environmental values.

[ONE PERCENT](#)

SW



Powered by Solar

Spottswode's energy needs in the winery, office, and vineyard are largely supplied



International Wineries for Climate Action

Spottswode is among the first six member wineries to



Land Trust of Napa County

Protecting open spaces in Napa County has long been a



Napa Green

As one of the first wineries to achieve both Napa Green Vineyard and Winery

COMMITTED TO A BETTER TOMORROW

It's easy to talk about making a difference, but at Brooks, we've set out to make the world a little bit better each day. One percent of everything you spend with Brooks works to make that happen, thanks to our partnership with 1% for the Planet. Plus, we're Demeter certified and a B Corp, so you know that when we talk about what matters to us, we really mean it.

[Learn more about what drives us](#)





Thank you
for purchasing our wine.



We hope that you will enjoy
this wine for many years.
If you can't resist trying it,
please let the wine rest from
its travels for at least
twenty-one days and carefully
decant before serving.

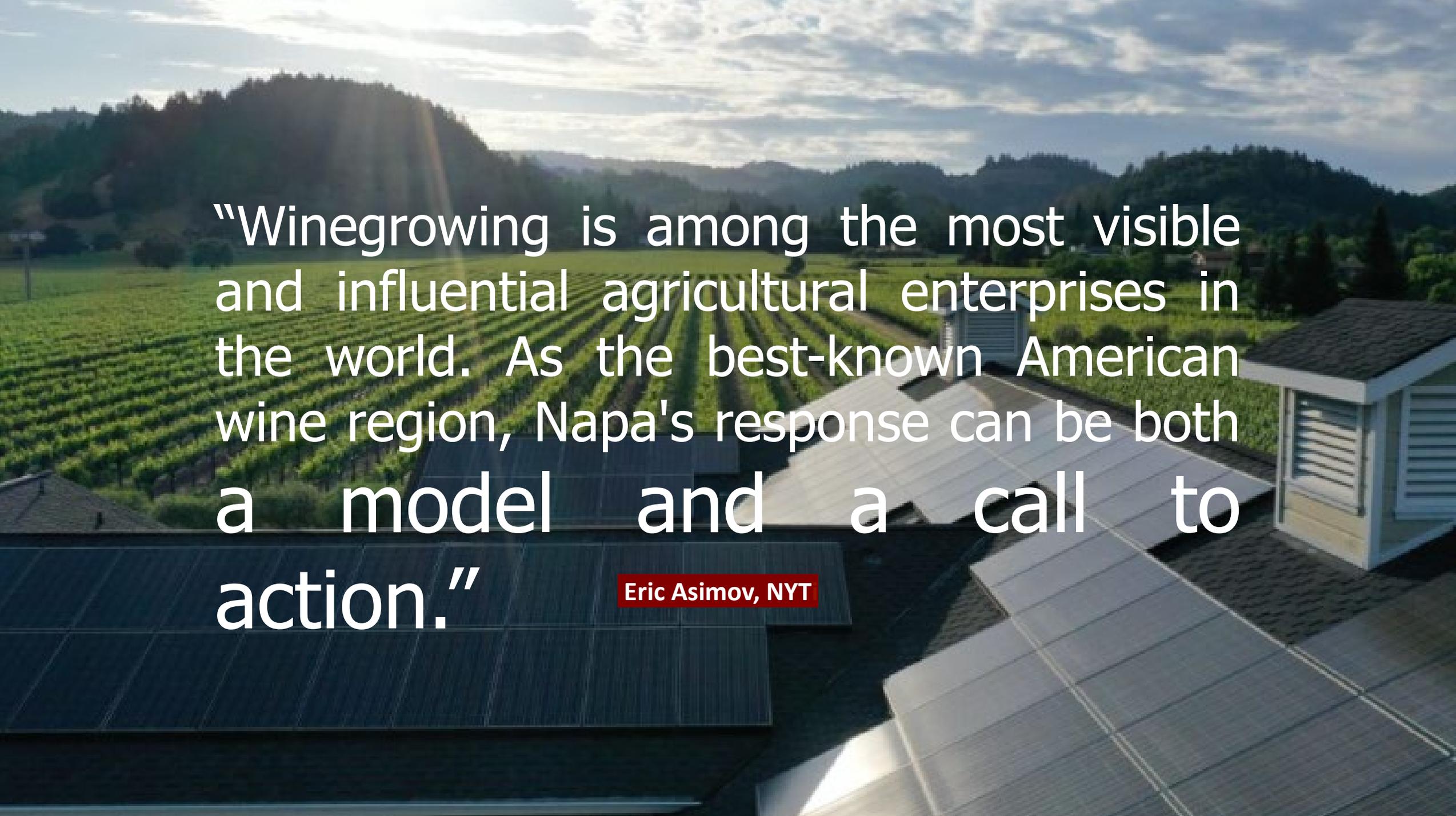
Kindly take note that our
foam and pulp packaging
materials are made from
recycled products and are
100% recyclable in areas
that offer recycling.

Cheers,

colgin

Tastes like
Saving *the* Planet



An aerial photograph of a vineyard in Napa Valley, California. The foreground shows a roof covered with solar panels. The vineyard rows stretch into the distance, with rolling hills and a forested ridge in the background under a cloudy sky. A small white building is visible on the right side of the image.

“Winegrowing is among the most visible and influential agricultural enterprises in the world. As the best-known American wine region, Napa's response can be both a model and a call to action.”

Eric Asimov, NYT

A woman wearing a purple long-sleeved shirt, dark pants, a blue and white baseball cap, and black gloves is crouching in a vineyard. She is reaching into a grapevine to harvest grapes, with a white plastic bucket on the ground next to her. The vineyard rows are filled with green grapevines, and the background is softly blurred, showing more of the vineyard and a building in the distance.

“The only way for things to truly change long-term is if we have a wholesale redefinition of what a luxury wine should encapsulate.”

Jane Anson, Decanter

Climate Pledges Are Falling Short, and a Chaotic Future Looks More Like Reality

With an annual summit next month, the United Nations assessed progress on countries' past emissions commitments. Severe disruption would be hard to avoid on the current trajectory.

Give this article



"This isn't the time to be lazy, to be reserved, to be complicit, to be quiet. We're living in a time when it's so important for business to drive this new economy, this new view, this aspirational future of business as a force for good."

-Patagonia CEO Rose Marcario

